

Minutes of the Executive Committee

August 17, 2009

Chair Dwyer called the Executive Committee meeting to order at 8:30 a.m. and led the committee in the Pledge of Allegiance.

Executive Committee Members Present:

Jim Dwyer	Duane Paulson	Dave Swan
Pat Haukohl	Tom Schellinger	
Bonnie Morris	Fritz Ruf	

Also Present:

WCEDC Director Bill Mitchell	Chief of Staff Mark Mader
WCFLS Director Tom Hennen	UW-Extension Director Marcia Jante
Director of Parks and Land Use Dale Shaver	Legislative Policy Advisor Ann Olson
Horticulture Educator Kristin Krokowski	Chief of Staff Allison Bussler
Library Services Coordinator Claudia Backus	Senior Financial Analyst Bill Duckwitz

Discussion and Update of Waukesha County Economic Development Corporation's 2009 Economic Strategies: Innovation and Sustainability

Mitchell said in the current economic situation, he is averaging 11 in-person meetings every week to companies. Wholesale, trade, export, trucking and niche businesses are doing well. Private sector funding to WCEDC is down 32%, which is not surprising since many businesses report reductions in charitable giving.

Two years ago from a consultant's recommendation WCEDC began work in innovation strategies and green technologies for sustainability. The Sustainability Advisory Team was developed with representatives from Quad/graphics, Kohl's, American Transmission Company, Johnson Controls, RA Smith National, Engberg Anderson, MSI General, Reinhart Boerner Van Deuren, Karl James & Company Public Relations and Johnson Diversey and began meeting last September. The committee devised the Partnerships for Sustainability strategy which includes three tactics: a corporate mentorship program led by large companies with demonstrated success in sustainable practices, a survey/assessment tool to identify savings in energy efficiency, water utilization and waste stream management and a set of educational tools including a best practices website, e-newsletter and workshop series. The program is hit a record sponsorship level of \$85K. Many companies have expressed interest in returning as sponsors next year if all continues to go well. The goal is to help 9,600 businesses in Waukesha County go green.

Mitchell recently received a call from Parks and Land Use Director Dale Shaver asking if the WCEDC wanted to collaborate with Waukesha County to receive 20% (\$440K) of \$2.6 million in stimulus funds to create a revolving loan fund for companies interested in upgrading to greener technologies. Mitchell is creating a satellite loan group to design the infrastructure of the program.

Update on Waukesha County Federated Library System (WCFLS) Programs and Budget

Hennen said state funds to WCFLS will be down in 2010 and remain flat in 2011. In anticipation of potential budget cuts, WCFLS held off on spending fund balance in 2009, reduced marketing efforts to specific organizations and attended fewer conferences. Hennen is monitoring libraries on how they are maintaining standards and maintenance of effort in the current economy. If all goes well, libraries will have no problem hitting standards or maintenance efforts but that could change if budgets are cut. Hennen briefly explained how state and county compliance of standards and funding to libraries works. Ruf said it is going to be a difficult year for libraries. Some libraries will not be in compliance if there are significant funding cuts.

August 17, 2009

Haukohl asked if WCFLS budget objective 14 to have plans in place is being met? Backus said the New Berlin library is in the process of developing a new plan and North Lake needs to work on programming. Hennen said WCFLS continues working with member libraries on long range planning.

Backus explained how local libraries save money by joining the cooperative library summer reading consortium allowing them to order program and marketing materials through the consortium at a discounted rate. Backus secures performers for local libraries allowing them to benefit from bulk discounts. She also secured promotion for the program at Marcus theaters. Last year 57K youth participated in the program and attendance is expected to increase in 2009 due to the economy.

The annual WCFLS trustee and friends' dinner will be held in October at the Merrill Hills Country Club to honor library friends groups. On September 15, a meeting of friend groups of all member libraries will be held to reinvigorate friends groups, network and brainstorm ideas.

Discuss and Consider the Following Appointments:

164-A-023: Appointment of Thomas A. Ludka to the Position of Director of Veterans Services

MOTION: Paulson moved, Swan second, to approve Appointment 164-A-023. Motion carried 7-0.

164-A-024: Appointment of Nancy Pagels to the Aging and Disability Resource Center (ADRC) Advisory Board

MOTION: Morris moved, Ruf second, to approve Appointment 164-A-024. Motion carried 7-0.

Approve Minutes of July 20, 2009

MOTION: Haukohl moved, Paulson second, to approve the minutes of July 20, 2009 as amended. Motion carried 7-0.

Correspondence

Dwyer distributed and reviewed the list of correspondence. Supervisors may request copies of listed items from Jicha.

Meeting Approval

MOTION: Haukohl moved, Ruf second, to approve attendance of the Executive Committee at the WCEDC annual meeting on September 10, 2009. Motion carried 7-0.

Discuss Parks and Land Use and Public Works Coordination

Shaver said one of the 2009 budget goals for the Departments of Public Works and Parks and Land Use was to explore efficiencies and service enhancements that could be gained by possibly cross training staff for improved service delivery. To carry out the objective, eight internal work groups were formed by topic to analyze efficiencies and service enhancements between the two departments. Shaver said the groups worked well and staff came prepared with ideas. He was surprised by the healthy level of communication between departments. The process also gave staff reaffirmation to continue what they are doing. Shaver said outcomes from the study will be assigned as staff goals for 2010. Shaver and Bussler distributed and reviewed a handout outlining the key outcomes of the work groups. The key outcomes and general themes of the process are:

Property acquisition and evaluation
Administrative support
Facilities management
Payment management

Facility construction and deconstruction
Snow removal, grounds maintenance and highway mowing
Central Fleet and signage
Bridge inspections and water facilities

The analysis did not identify any significant service delivery improvements that could be achieved through additional reorganization or mergers. However, the analysis did identify a number of opportunities for potential cost savings and efficiencies through communication and coordination. Additionally through the

recommended team approach and improved communication that will continue to develop, the departments believe future cost savings and/or enhanced service delivery will be realized.

Bussler said budgets are usually blamed for project shortcomings instead of someone noting that if more money was spent on the front end, costs would be less in the long-run. The group is working to create guidelines for county standards that are applicable to all buildings. Shaver said sometimes it makes sense to spend more money up front to save money in the long run. Paulson said the county has never operated under the philosophy that projects will be allowed to go over budget to save money in the long run. It will be a philosophical decision that we live with. If the staff does not share a money-saving idea, the county board cannot discuss and consider it. Bussler said the group discussed the possibilities of charging internal cross charges rates versus state rates and sharing staff between departments. It is best to charge a reduced rate internally since the work is done for the county.

Morris asked if the position of director of public works will be filled? Bussler said the county executive planned on having her in Public Works for six months. She thinks he will fill the position.

Update on UW-Extension Programs and Budget

Jante gave a brief history of the horticulture programs in Waukesha County. Over time the demands for horticultural services continues to grow. She introduced Krokowski as an agricultural leader in the state who has used her knowledge and ability to be a creative, visionary risk taker to significantly grow and advance Waukesha County's horticultural programs.

Krokowski explained some of the duties she performs as a horticulture educator including diagnosing and treating agricultural plant problems, teaching pesticide programs, training farmers' market coordinators and farmers, pruning training, etc. She explained that Kenosha, Racine, Milwaukee and Waukesha Counties work together in diagnostics and outreach providing services. Last year this volunteer run program received approximately 1,000 calls and will soon be taking email. Volunteers for the program must be master gardeners and then receive additional training.

Krokowski said they received a USDA grant focused at designing a guide for farmers' market managers. She works with farmers' market managers teaching them optimal ways to run their markets, how to process food stamps and EBTs, how to plan for future issues, etc. She also teaches farmers how to market themselves through markets, websites, signage, etc. to sell products.

Haukoil asked how is the Going Solo program going? Have any families started businesses? Jante said UW-Extension was unable to secure additional grant funding to continue the classes and recruiting. Jerry Braatz continues working with participants. Two new businesses developed from the program.

Swan asked how staff sharing with Jefferson County is going? Jante explained that Waukesha and Jefferson Counties have an informal partnership sharing two agricultural educators and an agricultural generalist. Even though Jefferson County has had staffing and budget cuts, the partnership works well.

Jante shared some success stories about the Phoenix Heights Neighborhood Revitalization Program and the Huber Garden plots.

Future Agenda Item

- Presentation on the Drug Free Communities Program

Update on Local Government Institute of Wisconsin

Dwyer said Baker Tilly /Virchow Krause were hired to do a short-term research project on the state's funding and tax structures and possible changes.

August 17, 2009

Update on Planning and Policy Advisory Committee (PPAC)

Dwyer said at the last PPAC meeting, the committee prioritized critical issues into 12 rankings. Fines and forfeitures continue to grow with the extra fees being put into the general fund. The court systems would be fully funded if 100% of these funds went back to the judiciary. The courts are concerned with how they will continue to operate during state furloughs. The committee talked about ways to schedule furlough days to minimize disruptions to the courts.

Committee Reports by Committee Chairs for the Following Meetings:

July 22 & August 5, 2009 – Finance – Haukohl said heard the following reports on July 22: mid-year DOA budget status report, mid-year capital projects, end user cost allocation plan, and the CAFR. They also approved seven ordinances, one resolution and the contract procurement process for airport snow removal services. On August 5, the committee heard reports on the following: six-month collections, six-month capital project status, six-month claims report, in-rem foreclosure actions and TIDs.

August 13, 2009 – HHS – Paulson said reported on the work Supervisor Brandtjen is doing to get contributions for immunization clinics in Waukesha County. On August 13, the committee approved three ordinances, heard reports on indigent burials and the 211 system and a presentation on Emergency Management as it relates to HHS/Public Health.

August 14, 2009 – Judiciary – Morris said the committee heard presentations on the Metro Drug Unit and drug use in Waukesha County, the security incident report/updating database, and Dennis Cerreta's update on the courthouse secure inmate corridor. The committee also approved an ordinance for Byrne grant funding.

July 21, 2009 – Land Use – Rufsa said all ordinances approved by the committee have gone to the county board.

July 23, 2009 – Public Works – Swan said the committee approved a bid to build a 10,000 ton salt storage facility.

MOTION: Morris moved, Haukohl second, to adjourn the meeting at 12:22 p.m. Motion carried 7-0.

Respectfully submitted,

Bonnie J. Morris
Secretary